LEO BURNETT COMPANY, *Inc.*
Ad No. 51808—Req. No. 78383—Page B/W—7 x 10 in.—Vend Magazine, January 1972 (A)
Printed in U.S.A.

Philip Morris Offers

The Most Liberal Payment Plan

In The Vending Industry...

That Means

More Profit For You.

Here's how it works. In machines that have a column of Marlboro 80 or 85mm, you are eligible to receive payment for each machine for the placement on a continuous basis of each of the following brands:

- ☐ Benson & Hedges 100's. $3.00 a year.
- ☐ Benson & Hedges 100's—menthol. $3.00 a year.
- ☐ Marlboro 100's—box or soft pack. $3.00 a year.
- ☐ Parliament 100's. $3.00 a year.
- ☐ Multifilter—regular or menthol. $3.00 a year.

And here are two new additions to our program:

- ☐ Marlboro Menthol. $3.00 a year.
- ☐ Marlboro Lights. $3.00 a year.
- ☐ In addition, there is a bonus payment of $1.00 a year for each machine distributing Parliament 80 or 85mm.
- ☐ **Total potential payment $22.00.**

For more details, contact your local Philip Morris representative or write Sales Department, Philip Morris U.S.A., 100 Park Avenue, New York, New York 10017.

Another sales-building program from Philip Morris

Philip Morris USA

2061192151

Source: https://www.industrydocuments.ucsf.edu/docs/zggp0003

2061192151